



# Devizes Town Council

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## **Governance Committee**

You are summonsed to attend a meeting of the Governance Committee at the following, place and date.

Date: 11 APRIL 2017

Time: 7.00 pm

Venue: Assembly Room, Town Hall, St John's Street, Devizes

Enquiries: Town Hall - Tel: 01380 722160

Councillors:

Batchelor	Mrs Bridewell	Mrs Burton	Callow
Carter	Collis	Corbett	East
Evans	Mrs Evans	Geddes	Giraud-Saunders
Hopkins	Johnson	Nash	Ody
Parker	Parsons	Mrs Rose	Rowland
Mrs Steel	Stevens	Ms Valentine	Miss Von Berg
Wooldridge			

### **1. MINUTES**

To approve as a correct record and authorise the signing of the minutes for the meeting of 28 March 2017 which have been circulated alongside the agenda.

### **2. APOLOGIES FOR ABSENCE**

Non-attendance at meetings should be notified to the Town Hall offices by no later than 5pm on the day of the meeting. No apologies will be accepted in other circumstances unless the non-attendance was an unavoidable emergency.

### **3. DISCLOSURE(S) OF INTEREST**

To receive any disclosures by a Councillor(s) and/or Officers in matters to be considered at this meeting in accordance with the provisions of Sections 94 or 117 of the Local Government Act 1972 or the National Code of Local Government Conduct.

**4. PUBLIC PARTICIPATION**

At the Chairman's discretion, members of the public attending the meeting will be allowed to ask questions, make a statement or address the Council upon a matter of concern to that person which is relevant to the Council. A time limit of 5 minutes per person will be permitted, but this may be extended at the Chairman's discretion and a maximum period of 20 minutes has been allocated by the Council for this item of business.

**5. FOR DECISION – WILTSHIRE COUNCIL'S NOTICE OF PLANNING APPLICATIONS FOR CONSIDERATION**

Details of Planning Applications for Consideration are attached (doc 5/1).

Members wishing to make enquiries about any of the applications listed or inspect plans before the meeting are advised to do so on line at Wiltshire Council.

**6. REPORT FOR INFORMATION – WILTSHIRE COUNCIL'S NOTICE OF PLANS GRANTED OR REFUSED**

Attached (doc 6/1) a list of plans granted, refused or withdrawn.

**7. REPORT FOR INFORMATION – PROPOSED TEMPORARY CLOSURE OF A360 (PART) MARKET PLACE/NORTHGATE STREET AND SNUFF STREET – DEVIZES LIONS MAY DAY FAIR, 1<sup>ST</sup> MAY 2017**

Wiltshire Council has advised that Devizes Lions Club have cancelled the May Day Fair and as such the temporary road closure will no longer be required.

**8. REPORT FOR INFORMATION – TEMPORARY CLOSURE OF CHURCH WALK, DEVIZES AND VARIOUS ROAD (ROLLING ROAD CLOSURE) – DEVIZES HALF MARATHON, SUNDAY 9<sup>TH</sup> APRIL 2017**

Wiltshire council have now advised the Orders have been signed for the temporary road closures required for the Devizes Half Marathon on Sunday 9<sup>th</sup> April. This committee raised no objections to the application.

**9. REPORT FOR INFORMATION – DEVIZES AIR QUALITY AND TRANSPORT STRATEGY GROUP – MONDAY 20 MARCH 2017**

Councillor Nigel Carter attended a recent meeting of the Devizes Air Quality Steering Group. Set out below are the notes he took at the meeting.

Present: Councillor Ana Cuthbertson (Chair), Graeme Morrison (Community Area Manager), Kate Freeman (FSB), Simon Thompson

Apologies from: Martin Aldam, Steve Corbin, Councillor Peter Evans.

A new member, Kirstie Reeve, with no affiliation had been recruited by Graeme Morrison following the 'Your community matters' evening in Devizes and would join future meetings.

**Recap/Funding Summary** – showed £214 k available for Discretionary Sustainable Transport and a further £750k spent/committed. £208k had been spent on Public Transport and, finally, £281k on Highways. Further s106 income is expected from the Lay Wood development – nearly £800k, to be spent largely on Public Transport and the Devizes Transport Strategy. Further contributions are expected in the longer term from the Anzac House re-development and, possibly, the final element of Quaker's Walk. The changes to the **Windsor Drive-London Road** junction are expected to be undertaken during July/August 2018. Despite the public meeting held after this work was announced, there remains community unease at the perceived benefits. No foreseeable movement likely at **Shane's Castle**.

**The Wayfinding Project** will have finer details discussed at Council's Governance Meeting on 28 March. Work on **Phase 3 of the Tow Path** had been expected to start on Monday 20 March. To date, no movement has been detected.

**Concrete blocks on Webb Lane**, blocking wheeled access to the towpath are an outstanding issue, to be resolved with Mr Grist.

**Air Quality Grant Scheme 2017** - the unitary council bid for funds had not been successful, with funds going to cities and technological improvements.

The report's author left the meeting at this stage to attend the WALC meeting.

## 10. REPORT FOR INFORMATION – WILTSHIRE ASSOCIATION OF LOCAL COUNCILS

Councillor Nigel Carter attended a recent meeting of the Wiltshire Association of Local Councils, Executive Committee. Set out below are the notes he took at the meeting.

Seven councils – Calne, Chippenham, Devizes, Malmesbury, Edington, Wilton and North Bradley – were represented, with John Scragg, Chippenham, Chairman.

Principal discussions around:

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- *Audit Fee, WALC had agreed an annual review of the Association's accounts. An early indication of £450 was exceeded by a firm quotation of £450-650 + VAT. The committee agreed this expenditure.*
- *The MoU between Community First and WALC had been perceived to cover inadequately the arrangements and provisions in place to 'shelter' the WALC officer in Community First. Following the 2015 AGM, a review and revision to the MoU had been undertaken and the Committee agreed that this more fairly represented the arrangements. The new draft will be signed following some editorial amendments.*
- *The WALC Officer had recently been made the County's Diversity Officer. It was agreed that the diverse nature of the County's communities would provide challenges in providing a balanced representation in the various institutions at both officer and councillor level. No significant issues were promoted for 'lobby days' with MPs.*
- *Selected papers – including the Chairman's report, a paper on the employment of clerks and one of referendum principles - for the forthcoming NALC meeting at the end of April were tabled and received little comment.*
- *Following discussion on the arrangements for the forthcoming elections, members considered a complaint from Trowbridge Town Council regarding the poor notification from County Hall of Councillors' Briefing Notes. No. 322 on Housing Land Supply was identified as one crucial note not received. It was of some significance to those councils engaged in neighbourhood planning but had limited impact for the Devizes working group – who hadn't received it either!*
- *Following discussion on the WALC officers Report of Work, the meeting concluded with a reminder that, subsequent to the forthcoming elections, councils would need to re-nominate delegates to WALC*

**11. REPORT FOR INFORMATION – DEVIZES ALMSHOUSE CHARITY**

At a meeting of the Town Council's Community and Civic Resources committee on the 14 February it was agreed that to Miss Freda Tumber continues to act the Town Council's representative on the Devizes Almshouse Charity and also agreed that they would welcome an opportunity to meet with her at a future meeting.

Miss Tumber is happy to attend this meeting of the Joint Governance Committee, will give a brief back ground on the work of the Almshouse Charity and try to answer any questions the committee may have.

**12. REPORT FOR DECISION - TEMPORARY CLOSURE OF: A338 (PART), COLLINGBOURNE DUCIS / COLLINGBOURNE KINGSTON / BURBAGE (02/05/2017 - 26/05/2017)**

Notice is hereby given that the Wiltshire Council has made an Order to close temporarily to all traffic:

A338 (Part), Collingbourne Ducis / Collingbourne Kingston / Burbage; from its junction with Everleigh Road, Collingbourne Ducis in a northerly direction to its junction with B3087 Burbage Road, Burbage.

To enable Wiltshire Council to carry out carriageway resurfacing work, road markings, ironworks and associated works.

**13. REPORT FOR DECISION – MANAGEMENT OF THE NOTIFICATION PROCESS FOR OFF STREET PARKING SPACES BEING USED FOR EVENTS**

**Recommendation**

That the committee decides how it wishes to manage the notification process for agreed parking spaces being used for town events.

**Purpose of the Report**

To agree a policy of managing the notification process for parking spaces being used for town events.

**Background**

At the last meeting of this committee, there was an agenda item to approve free use of parking spaces for various town events.

At the meeting there was an indication that Wiltshire Council may insist that Evening, Sundays and Bank Holidays would also be taken into account when calculating the town's allocations usage; however, further clarification was to be sought.

Since the meeting, Councillor Whitehead, portfolio holder for parking services at Wiltshire Council, has confirmed that Evening, Sunday and Bank Holiday requests will not come off the town allocation, however if the Town Council require Parking Services involvement to make and put up signage, then there will be a charge. The charge will be £100.00 for per event and will cover the creation of signs, materials to make them, their erection and enforcement on the day.

**Options Considered**

The Committee needs to decide how it wishes to manage the notification process for parking spaces being used for event.

The options are.

- Wiltshire Council is paid to provide a management service for all requested events using of street parking spaces. The Council can then decide if it passes that cost on to the applying organisations.
- The Town Council takes on the responsibility for making and putting up notices. However, the Town Council is not able to provide any enforcement action if needed.

- Notification becomes the responsibility of the applying organisation; however with no management control, if they do not put up notifications correctly then there will be considerable confusion for those who may wish to park in the agreed event area. Again with this option there is not provision for enforcement.

### **Implications and Risks**

#### **Financial and Resource Implications**

Financial or resource implication for the Council associated with this decision are indicated within the report.

#### **Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence

#### **Environmental Implications**

Officers are unaware of any environmental implication for the Council associated with this decision.

#### **Risk Assessment**

Officers are unaware of any risk implication for the Council associated with this decision.

#### **Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

### **14. REPORT FOR INFORMATION – THE WILTSHIRE COUNCIL (REORGANISATION OF COMMUNITY GOVERNANCE) ORDER 2016**

A copy of the sealed order providing for the Community Governance Review outcomes to be effected is circulated alongside this agenda.

This is the order that provides for the area of Roundway becoming within the boundary of Devizes Town Council, prescribes the number of councillors and the warding arrangements.

### **15. REPORT FOR DECISION – SELECTION OF DEPUTY MAYOR FOR THE CIVIC YEAR 2017/2018**

Council is asked to agree the Council's nomination for the Deputy Mayor for the coming Civic Year 2017/2018.

**16. REPORT FOR DECISION – APPOINTMENT OF DEPUTY MAYOR AS MAYORAL NOMINATION FOR 2017/2018**

**Recommendation**

Members are requested to confirm the Deputy Mayor, Councillor Carter as the Council's nomination for Mayor for the municipal year 2017/18.

**Purpose of the Report**

To seek clarification for the Council's nomination for Mayor for the municipal year 2017/18.

**Background**

It is tradition for the Council to confirm the Deputy Mayor as its nomination for Mayor for the following municipal year.

**Options Considered**

The Council is requested to confirm Councillor Carter as its nomination.

**Implications & Risks**

**Financial and Resource Implications**

Each year a budget provision is made for the Mayoralty.

**Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

**Environmental Implications**

Officers are not aware of any environmental implications associated with this decision.

**Risk Assessment**

Officers are not aware of any risk implications associated with this decision. The final appointment of Mayor is undertaken at the Annual Statutory meeting in May.

**Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

**17. REPORT FOR DECISION – 2017/2018 CIVIC CALENDAR**

**Recommendation**

That this committee consider and agree any changes to the draft civic calendar, which is issued alongside this agenda.

**Purpose of the Report**

To agree the Civic Calendar for the civic year 2017 to 2018 up to and including 17 May 2018.

### **Background**

The draft civic calendar is issued alongside this agenda and members are asked to consider any amendments to be considered at the meeting.

The carol concert has been booked for Wednesday 6 December.

### **Implications & Risks**

#### **Financial and Resource Implications**

Officers are not aware of any financial or resource implications arising from this report.

#### **Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

#### **Environmental Implications**

Officers are not aware of any environmental issues arising from this report.

#### **Risk Assessment**

If key meetings are not held at appropriate times the council may fail to respond to consultative issues within the prescribed times.

It is imperative that Full Council takes place prior to the calendar year end (2017) to ensure that the precept is reported to the proper authority at the proper time.

#### **Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

## **18. REPORT FOR DECISION – ADOPTION OF AMENDED STANDING ORDERS, FINANCIAL REGULATIONS AND COMMITTEE STRUCTURES POST ELECTIONS 2017**

### **Recommendation**

It is recommended that from 8 May 2017 the new council administration operates under the Devizes Town Council Standing Orders, Financial Regulations and Committee Structures, as amended by this meeting, until such time that it wishes to review the arrangements for itself.

### **Purpose of the Report**

To provide the council administration following the elections with Standing Orders, Financial Regulations and committee structures until such time that the new administration wishes to review the arrangements for itself.

### **Background**

It has been recognised that the decision making workload of the Town Council is too great to be effectively dealt with in a single meeting of the Council and, as such Devizes Town Council operates a committee structure that allows business to be constructed effectively and efficiently – it also allows members to develop greater understanding of services, assets and administration of the Council.

In order for the new administration to be effective as soon as possible, it is proposed that the existing Standing Orders, Financial Regulations and Committee structures, as amended to reflect new number of councillors and redundant committees be adopted, until such time it would wish to review these matters for itself.

This has the benefit of allowing the new administration to operate effectively from the start without the Joint Governance Committee undertaking a significant piece of work which would, rightly, sit with the new administration at its own convenience.

The amended pages are attached (doc 18 refers)

### Page 4

Title and Area – add ‘as further amended by The Wiltshire Council (Reorganisation of Community Governance) Order 2016’

Constitution – to increase number of council members to 21, increase wards to four, reduce East Ward members to 5, reduce North Ward members to 5, add Roundway Ward of 6 members.

### Standing Order 17

Increase membership of Community and Civic Resources Committees to 12

Increase membership of Planning Committee to 21  
Remove Joint Burial Committee

### Standing Order 21

~~Remove shall be a member of every Committee and  
Remove with the exception of the Joint Burial Committee (this does not preclude the Deputy Town Mayor from being a member of the JBC, but it is not a requirement).~~

### Standing Order 88

Increase membership of Community & Civic Resources Committee to 12

### Standing Order 90

Increase membership of Recreation & Properties Committee to 12

### Standing Order 91

Increase membership of Planning Committee to 21

Standing Order 92  
Remove Best Value Working Party

**Options Considered**

The Council can agree to adopt the proposed Standing Orders, Financial Regulations and Committee Structures with the amendments as listed or to amend them as it wishes

**Implications & Risks**

**Financial and Resource Implications**

There are no obvious financial or resource implications associated with this decision.

**Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

**Environmental Implications**

Officers are not aware of any environmental implications associated with this decision.

**Risk Assessment**

If no structure, Standing Orders or Financial Regulations are adopted on behalf of the new administration, there is the risk that the Council will not be able to operate effectively and efficiently from day 1.

**Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

**17. REPORT FOR DECISION - COMMUNITY GRANT AWARDS MARCH 2017**

**Recommendation**

That the joint Governance Committee supports the recommendations of the working party as outlined in the list below and that any remaining budget is carried forward to increase general reserves.

**Purpose of the Report**

To consider giving financial support through grant funding to benefit local people through local, district or national organisations.

**Background**

This year 6 additional applications for funding have been received during the second round of grant applications.

At the Community & Civic Resources Committee held on the 10<sup>th</sup> of May 2016 it was agreed to convene a cross party representational working party to consider all of the forthcoming applications.

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Members of the working party met on Tuesday the 4<sup>th</sup> of April, 2017 to consider the second round of grant applications received within this civic year.

The working party recommends that the following organisations should be awarded the amounts of funds listed below:

<b>Applicant</b>	<b>Brief Description of application</b>	<b>Amount of grant recommended</b>
<b>AGE UK WILTSHIRE</b>	Help to maintain the level of service offered and keep fees to participants to a nominal level and assist the training programme.	<b>£200</b>
<b>ALZHEIMER'S SUPPORT</b>	Running costs towards the Day Club in Devizes.	<b>£200</b>
<b>DEVIZES BUDO CLUB</b>	Expenses connected with the relocation of the Club to a new facility.	<b>£200</b>
<b>SPLASH</b>	To fund places on Splash school holiday activities for young people	<b>£150</b>
<b>THE TRINITY PRIMARY ACADEMY</b>	Art project to promote British values	<b>NIL</b>
<b>WAIBLINGEN WAY NEIGHBOURHOOD WATCH AND COMMUNITY GROUP</b>	To help pay for 2 coach trips and garden fetes and seeds for the gardens	<b>£200</b>

### **Options Considered**

The Council agree to the recommendations of the Grants Working Party, or

Amend the grant amounts recommended to the relevant organisations.

### **Implications & Risks**

#### **Financial and Resource Implications**

A budget is set aside each financial year for the purposes of allocating general/community grants. For 2016/2017 this was set at £3000. An amount of £850 was utilised in the first round of grants leaving £2,150 for a second rounds of grants. Any unutilised grant will be carried forward to increase general reserves.

**Legal Implications and Legislative Powers**

The statutory provision (section 137) enables a local council each year to spend up to an amount of £5.40 per local government elected listed in the Register of Electors on anything, which in the Council's opinion is in the interest of all or some of the inhabitants.

**Environmental Implications**

Officers are not aware of any environmental issues arising from this report.

**Risk Assessment**

Officers are not aware of any risks arising from this report other than the organisations listed above rely on volunteers, grants and contributions to remain solvent and therefore actively involved with the Devizes community.

**Crime and Disorder**

Officers are not aware of any issues the council should consider under Section 17 of the Crime and Disorder act 1998.

**18. REPORT FOR INFORMATION – VENUES INCOME FIGURES**

Document 18/1 is issued alongside this agenda

**19. REPORT FOR INFORMATION – VENUES - CUSTOMER SATISFACTION FEEDBACK**

Customer feedback is issued alongside this agenda (doc 19/1).

**20. REPORT FOR INFORMATION – VENUES OCCUPANCY FIGURES & MARKETING INFORMATION**

Officers recently made a presentation at Forward Planning on the venues income, advertising strategy, numbers of bookings and the organisations who use our buildings.

The outcome of the session has been that officers have contacted a number of leisure and tourism marketing companies to look at the specialist advice they can offer. An amount for these services has been included within the estimates to accommodate this.

Venues usage is issued alongside (doc 20/1)

**21. REPORT FOR DECISION – PARK CAFÉ PERFORMANCE**

**Recommendation**

To note the report and agree the continued operation of the café on the basis of the options laid out later in this report.

**Purpose of the Report**

To bring the Committee up to date with the performance of the Park Café over the full financial year 2016/17

**Background**

At its meeting on the 15 December 2016, members received a progress report relating to the performance of the Café at Hillworth Park during the financial year 2016/17.

Members are reminded that at that point actual figures for the first eight months of trading coupled with projected figures to year end stated full year Income of £49,416 and a Net Loss after costs of £12,597.

Officers also advised that although the objective is to at least break even, the café is a community service that sits alongside the delivery of the park.

Progress

Café performance data has been updated (Doc 21/1) to include actual data for the full financial year end. Actual income was £47,782 and a Net Loss after costs of £12,084. This data is accurate at the time of the preparation of this report.

The hospitality expertise of our Venues team continues to be deployed to improve processes, reduce wastage and staffing costs.

Since the start of the financial year there have been some sickness and personnel issues resulting in higher payroll costs in the first six months of the year. Members will notice a fall in payroll costs over the second half year.

Gross Profit for the year was 51% with a fall to 39.5% and 42% in November and December 2016. The gross profit has increased up to anticipated levels in the first quarter of 2017. Officers are of the opinion that this is due to a better understanding of Park staff recording and minimising any wastage and better accuracy with month end stock takes. The mix of sales in the two months in question could also potentially be a higher volume of sales of lower margin items.

**Options Considered**

The Council can agree to continue the operation of the Park Café under the existing arrangements,

Operate the Park Café under a new franchise agreement, or;

Close the Park Café.

## **Implications & Risks**

### **Financial and Resource Implications**

There continues to be substantial financial and resource implications with regard to the Hillworth Park Café performance and there is a positive trend based on greater understanding of the market and the detail of operations.

### **Legal Implications and Legislative Powers**

The café is operated under the Town Council's General Power of Competence.

### **Environmental Implications**

The cafe is part of the Hillworth Park delivery programme to improve the environmental health and wellbeing of the town.

### **Risk Assessment**

Poor performance due to inclement weather conditions would appear to be one of the most significant risks which is beyond the Council's control! However, building a solid market, delivering a quality cost effective events programme alongside operational management will seek to mitigate this risk

### **Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

## **22. REPORT FOR DECISION – VENUES MARKETING**

### **Recommendation**

To agree the officers' recommendation that Resolution Design be commissioned to undertake the development and delivery of a Marketing Strategy.

### **Purpose of the Report**

Following a thorough exercise to assess options for commissioning expertise to help drive the Venues business forward, to agree the officers' recommendation.

### **Background**

During the autumn of 2016, officers analysed the business performance of the Venues and this was further explored with members at a Forward Planning session on 29 November 2016.

Officers observed that the marketing employed thus far has been successful, but that we have now reached the edge of our expertise to deliver further.

A clear skills gap was identified which requires a specialist skill set to help the Council move the business forward.

The consensus at this Forward Planning session was that budget would be made available within the 2017-18 estimates to buy in specialist expertise to draw together a Marketing Strategy aimed at assessing and analysing markets and then, further to deliver that strategy. This was agreed at the meeting of the Full Council on 15 December 2016

The Direct Services Manager, Sarah Williams, has explored the market for this expertise and sought quotations with a brief to increase the number of bookings across both venues, particularly wedding ceremonies and wedding receptions in the Town Hall. Companies were asked for a four step process:

Stage 1 – Review and Audit\*<sup>1</sup>

- a. Where are we now? Where do we want to be?
- b. Meet with Venues Team to review existing processes and systems, our best practice etc.
- c. What is our current marketing activity (spend and process).
- d. What is our customer journey?
- e. How much money do we take and how much do we make!
- f. What is our market, are we selling to the right sectors etc.

Stage 2 – Strategy Development

- g. A detailed Marketing Plan to be drawn together, which defines what we should do to improve, how we should do it and how much it will cost.

Stage 3 - Delivery of Strategy\*<sup>2</sup>

- h. What would their role be in this process?
- i. What would they offer eg. training the team?/branding/sales/social media marketing etc.

Stage 4 – Review and Analysis

- j. Delivery of KPI reports etc to measure performance.

\*<sup>1</sup>The work undertaken by Sarah Williams, Heather Bond and Richard Hopkins for the Forward Planning session proved to be extremely helpful as it meant there was a significant amount of information and figures on both venues, as well as, gaining a real insight into the whole area of bookings, including who has become the target market, numbers of bookings from different sectors etc. This has also proved to be really useful when discussing our ‘business’ with external companies.

\*<sup>2</sup> This is the true ‘unknown’ piece and why we have asked to bring in external companies to provide advice and assistance!

A number of external marketing companies were approached, particularly focusing on those who have already worked with venues. Three proposals were received from companies who seemed to provide “best fit” for the Town Council business.

### **Options Considered**

#### **Modus Operandi**

Modus Operandi are a marketing firm based in Hertfordshire with a great deal of experience in marketing venues, hotels and restaurants. They have offered an extremely comprehensive three stage process, which includes Review and Audit, Market Research and Analysis and Marketing Strategy Development.

These three steps will cost £14,750. Modus Operandi can deliver the marketing plan, however, this would cost a further £950 per day. Modus Operandi do not monitor and review the marketing plan, however, they can develop a set of metrics and reports for the Town Council to use. There would be a further cost of £2612.50 for this.

Review, Analysis and Strategy Development	£14,750.00
Delivery (£950 per day x 12 days)	£11,400.00
Metric and Report Development	<u>£ 2,612.50</u>
Total Cost	<b>£28,762.50</b>

#### **Liz Wood Associates**

Liz Wood Associates are a hotel and venues marketing company. They have a dynamic approach to sales and have a team who ‘cold call’, make direct approaches to relevant businesses and organise press weekends to promote venues. Their proposal does not include monitoring and review of the plan.

Review, Analysis and Strategy Development	£ 2,850.00
Delivery (8 days per month x 12 months)	£27,360.00
Press Weekend	<u>£ 3,000.00</u>
Total Cost	<b>£33,210.00</b>

#### **Resolution Design Ltd**

Resolution Design Ltd are based in Devizes and have an active involvement in the town. Their plan offers Strategy and Planning, Marketing Plan Creation, Delivery of Strategy, Monitoring and Review of Strategy. They offer a monthly retainer package of £1,000 per month, to which we would be tied for a minimum of three months.

Review, Analysis, Strategy Development, Delivery and Monitoring £1,000 p/m (x 12 months)	<u>£12,000.00</u>
Total Cost	<b>£12,000.00</b>

#### **Preferred Option**

Resolution Design are the cheapest option, however, officers agree that their offer has a number of other advantages over Liz Wood Associates and Modus Operandi:

- The monthly marketing retainer contract offers a complete package and ties the Council to only three months (i.e. £3000) if the partnership does not work.
- The company is locally based and works with a number of companies that could prove beneficial to us, for example, the Peppermill. It understands the local market and, with offices based in London and Swindon, has a national presence.
- The team will meet once a month with officers to report back on the agreed KPIs, which in turn will be reported to Members.

### **Implications & Risks**

#### **Financial and Resource Implications**

The financial implications are met by the budget provided for within estimates.

The resource implications are reduced by the introduction of specialist expertise.

#### **Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

#### **Environmental Implications**

Officers are not aware of any environmental implications associated with this decision.

#### **Risk Assessment**

Without employing some specialist expertise there is the risk that the Council will not develop the full potential of the market.

#### **Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

### **23. REPORT FOR DECISION – CORN EXCHANGE PREMISES LICENCE**

#### **Recommendation**

That the committee considers licensing the Merchant Suite separately from other licenced areas within the Corn Exchange.

#### **Purpose of the Report**

To authorise officers to make an application to the licensing authority seeking a new licence for the Merchant Suite with all other licencing areas in the Corn Exchange remaining on the existing licence.

### **Background**

The Corn Exchange has been a “Licensed Premises” since its refurbishment in 1995. The licence has been updated over the years to reflect new licencing requirements and currently covers the whole of the building. The licensing conditions attached to the current premises licence apply to all rooms in the Corn Exchange and all areas are licensed to be open until 2am.

Recently, officers have met with Wiltshire Council’s licensing officer and the Police’s licensing officer and there has been a general agreement that the licence needs reviewing to formalise some conditions which will reinforce good practice in venues which operate public disco style events.

However, it would not be necessary for these same, more stringent conditions to be applied to all areas of the building. The style of activities for which the Ceres Hall, Wessex Room and Yeoman Room are generally booked are different to those that take place in the Merchant Suite, therefore conditions such as having female door staff in attendance, do not necessarily apply to those events. Additionally, events that happen in the Ceres Hall, Wessex and Yeoman Rooms never finish later than 1am and, therefore, do not require to be licenced until 2am.

The Merchant Suite hosts a weekly nightclub each Saturday, which finishes at 3am with permission to sell alcohol up to 2am. Currently, the Corn Exchange is the only venue in Devizes which has a licence to sell alcohol until 2am and provide late night refreshments and entertainment until 3am. Whilst the club is extremely well run and the licensing officers are keen to ensure the club remains open, as it meets an important local need, if any incident does occur at the club, which resulted in a contravention of the conditions, currently the Corn Exchange could lose its entire licence, not just the area relating to the Merchant Suite. Should this occur, this would result in the Council being unable to meet its contractual obligations for many bookings, resulting in a loss of earnings for this venue as well as significant reputational damage for the organisation.

The licensing officers, therefore, have recommended that we apply for a separate licence for the Merchant Suite, and a variation of the currently licence to cover the remainder of the building. Each licence would carry conditions appropriate to their use and would reflect their true operational risk. This would ensure that both areas are appropriately licensed and if, in the severe case the Merchant Suite should have a suspension of its licence, activities in the rest of the building could continue.

### **Options Considered**

The committee needs to decide if officers can make a separate application for Merchant Suite and seek a variation for the currently licence to cover rest of the Corn Exchange.

### **Implications and Risks**

#### **Financial and Resource Implications**

The estimated cost to the Council for splitting the licence will be £505 application/variation fee and a £475 annual fee (the current annual fee is £295.00. At this stage the cost can only be estimated as the charge is based on the building Rateable Value and as the basement is not separately rated an exact cost is currently not available.

#### **Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

#### **Environmental Implications**

Officers are unaware of any environmental implication for the Council associated with this decision.

#### **Risk Assessment**

The risks are set out within the report.

#### **Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

## **24. REPORT FOR DECISION – CEMETERY GRASS CUTTING**

### **Recommendation**

That the committee agrees to waive Standing Order for the invitation to submit an Acceptance of Quotations in respect of grass cutting in Devizes Cemetery.

### **Purpose of the Report**

To authorise officers to place an order without seeking multiple quotations.

### **Background**

Over the last year, the Town Council has been funding an additional “top up” grass cutting for community grass areas in Devizes. This year officers have explored extending that service to include the Cemetery as indications are that there is a significant cost saving to be gained against the usual method of employing casual to increase our own staff.

Standing Orders and Financial Regulations state that, “*where the estimated value or amount of a proposed contract exceeds £4,999, but does not exceed £49,999 quotations shall be invited from a minimum of four suppliers/contractors. Provided that at least two quotations are received by the date and time stipulated, the Town Clerk in conjunction with the Chair of the spending Committee concerned shall have power to accept an appropriate quotation!*”

Standing Orders and Financial Regulations go on to state that, “*Exemption from any of the following provisions of these Financial Regulations may be made by direction of the Council or a committee or sub-committee duly authorised in that behalf where they are satisfied that the exemption is justified in special circumstances. A record of any exemption made shall, be minuted in the minutes of the appropriate committee or Council.*”

Officers are asking whilst we are providing a “top up” grass cutting service to Wiltshire Council principal contract, we are bound to their contractor for these areas.

Given that the cemetery is being treated as an addition to the top up service the most expedient way to deliver this service is by the use of the same contractor.

### **Options Considered**

The committee is asked to agree the waiving of Standing Order and Financial Regulations requiring the need for a minimum of two quotations for the appointment of a contractor to cut grass in the cemetery.

### **Implications and Risks**

#### **Financial and Resource Implications**

The cost per grass cut of the cemetery is £1933.06 and we will require 10 cuts. Each cut takes between two and three days and requires 10 staff. Current arrangements are between 2 and 3 staff who cut continually throughout the summer, which has a budget of £35,000. It is anticipated that the Council will still need to employ 1 casual member of staff for some part of the summer, at an estimated cost of £9,000.

#### **Legal Implications and Legislative Powers**

The Council will be considering this matter under its General Power of Competence.

#### **Environmental Implications**

Officers are unaware of any environmental implication for the Council associated with this decision.

**Risk Assessment**

Officers are unaware of any risk implication for the Council associated with this decision.

**Crime and Disorder**

Officers are not aware of any issues the Council should consider under Section 17 of the Crime and Disorder act 1998.

**25. EXEMPT REPORT FOR INFORMATION – RELATING TO COMMERCIAL PROPERTIES**

**26. EXEMPT REPORT FOR DECISION – RELATING TO COMMERCIAL PROPERTIES**

**27. QUESTIONS UNDER STANDING ORDER NUMBER 13**

A short time is allowed at the discretion of the Town Mayor for councillors to ask questions on matters which are not on the current agenda but which are related to matters which have been previously discussed on an agenda relevant to the committee.

At least 24 hours' notice must be given to officers of the intended question. All other matters should be raised on an agenda and the request should be submitted through the Town Clerk.